

Criteria for evaluation of your final digital project + oral presentation

Criteria	4 – Exceeds	3 - Good	2 – Fair	1 - Ineffective
Establishes the project's meaning/purpose, including rhetorical situation, clearly				
Effectively designs and executes the presentation (without interruptions, apologies)				
Presentation contains no spelling/grammar errors and all textual and audio links work correctly				
Provides clear visual focus for all elements; aligns and places all elements appropriately; and provides an aesthetically pleasing presentation overall				
Voice projection				
Body Language				
Organization of delivery				

Tips for Making Effective Visual Presentations

1. Simplify slides with text on them. Use key phrases and include only essential information. If you must quote, do so sparingly.
2. Use simple transitions between slides/images -- avoid the use of flashy transitions such as text fly-ins. These features may seem impressive at first, but are distracting and get old quickly.
3. Use good quality images that reinforce and complement your message. Ensure that your images maintain their impact and resolution when projected on a larger screen.
4. If you use music, and certainly music enhances visual presentations, do so with caution. Don't allow the music to overpower your voice-over.
5. Practice with someone who has never seen your presentation. Ask him/her for honest feedback about colors, content, and any effects or graphics you've included.
6. When presenting your project, speak to your audience, not the screen.
7. Do not apologize for anything in your presentation. If you believe something will be hard to read or understand, don't use it.
8. Have a Plan B in the event of technical difficulties.